

Florist Trends

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Italian flower growers looking for new crops and export markets



The local cut flower production in Italy is undergoing several changes, with a noticeable increase aimed at exportation, Luigi Tricarico explains. As the distributor of Danziger cut flowers and bedding plants in Italy, his company Triflor di Tricarico Luigi experiences a surge in demand for various Danziger cut flower varieties and sees great potential for the Danziger varieties to replace the traditional (mainly roses, lily, carnations) crops of Italian growers. Tricarico highlights that the majority of the newly grown products are geared towards export, particularly to the Netherlands and other European nations.

Anat Moshes of Danziger with Luigi Tricarico of Triflor di Tricarico Luigi at Myplant & Garden 2024.

Growers looking for new crops

The transition to a new crop has become increasingly prevalent since the onset of the pandemic, notes Tricarico. Among growers, and particularly rose growers, there's a growing trend toward exploring alternative varieties. Tricarico explains, "The demand for Italian-grown cut roses has declined significantly in the past years, mainly due to

the competition from roses from South America and Africa. Consequently, many growers are deciding to change crops.” So, what are the emerging alternatives? “We are seeing a surge in demand for limonium, statice, craspedia, scabiosa, veronica, gypsophila, and hypericum, which are all bred and offered by Danziger,” he says. Another driving force behind this shift is the soaring energy prices. Tricarico: “These ‘summer flowers’ need almost no additional heating, making them a more economically viable option. On top of that, in Italy, and mainly in the southern regions like Campania, Puglia, and Sicilia, the weather conditions and the knowledge of the product enable growers to produce a high-quality crop with moderate production costs.”

Also, he sees great potential for the Danziger cut flower products to replace the traditional crops of Italian growers.” Crops like ranunculus, anemone, lilies, and so on, which are traditionally grown in Italy, are not only expensive to grow, but they are also short-term and seasonal. We can offer year-round crops, which increases the profitability of the growers.”

Varieties are on display at the Danziger and Triflor di Tricarico Luigi booth at Myplant & Garden. Clockwise, Skyler Splash Blue, Globo Punch, Globo Applegreen, and Sensy Tip-Top. [Click here to enlarge the image.](#)

Export potential

Tricarico highlights that many growers are targeting exports, particularly to the Netherlands and other European countries. But what sets Italian flowers apart? “The combination of favorable weather and extensive knowledge leads to the production of high-quality products,” he explains. “Moreover, lower transportation costs and shorter transit times are significant advantages; it takes just 1.5-2 days by truck from Italy to the Netherlands. Consequently, the end product arrives fresher, resulting in a longer vase life for consumers.”

On the left, Unicorn is highlighted for the first time as it is a 2024 introduction. Upper right: Green Beacon, bottom right Bon-Bon Scoop. [Click here to enlarge the image.](#)

Increase in demand

Tricarico notes a steady increase in exports in recent years and foresees further growth potential in the future. “I’m pleased to offer Danziger’s extensive range of trendy and nice products,” he says. “And besides offering and rooting our range in Italy, he also provides technical expertise which enhances growers’ success”, Anat Moshes, Danziger’s VP of cut flowers, concludes.